

Home Furnishings Calendar 1950

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors *
 * on national trade and consumer publications. This list covers decorating, *
 * appliances, food, building, gardens - every phase of the home furnishings field. *
 * To yearly subscribers this list is free. Non-subscribers pay \$25 for it. *
 * Additional copies are \$5 each to yearly subscribers. Personnel changes and *
 * additions are published weekly. Avail yourself of this invaluable service. *
 * ***** *

* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
 * ***** *

* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events, *
 * last minute changes and revisions are added each week as scheduled. *

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 5 3:00 P.M.- 7:00 P.M. Cocktails	NEW LIGHTING DEVICES The press, by invitation only, is invited to a presentation of new floor and table lamps and ceiling fixtures designed by the Italian architect, Safarti, and imported from Italy. The press will also be invited to inspect the remodeled first floor of the Lightolier showrooms designed by Edward J. Wormley. Publ.: Byrna S. Spero, Alfred Auerbach, CO. 5-7805.	LIGHTOLIER	11 EAST 36TH STREET
Thursday Oct. 5 5:30 P.M.	PRESS SHOWING A showing, by invitation only, for the press and customers, of the new Beauville collection of French Provincial rooms, will be held in the 7th Floor Galleries on this date. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	34TH & 5TH AVENUE
Thursday Oct. 5 Just out	NEW GLASS DESIGNS Sixteen new glass designs, created largely in response to customer requests, have just been put on display. They include a decanter, cocktail glass, small mug, ashtray, candelabra, duck, fish, covered jar, toasting goblet and seven special collector's pieces. Additional details, photographs, may be obtained. Contact: Isobel C. Lee, CI. 6-8280.	STEUBEN GLASS	718 FIFTH AVENUE
Thursday Oct. 5	NEW FURNITURE GROUPS Four new bedroom groups and one complete new dining room grouping, based on traditional design with contemporary styling have just gone on display. New tables and a complete new line of upholstered pieces for the living room may also be seen. Contact: Mr. Donald G. Henwood, TE. 8-3131.	ROBERT W. IRWIN CO.	305 EAST 63RD ST.
Thursday Oct. 5 Just out	NEW CHILDREN'S FURNITURE A new line of Howdy Doody room furnishings for small children is now appearing in the stores. The pieces include a wardrobe, four-drawer cabinet, toy chest, screen, table and two stools. The various pieces are being shown on "What's Offered" a TV show on WNBT Wednesday evenings at 8:30 P.M. Publicity: Miss R. Yergin, Reiss Advertising, PL. 7-8030.	E-Z-DO	261 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 5- Nov. 23	ADVENTURES IN LEARNING A series of eight Thursday evening courses covering such subjects as executive ability, speech, listening, reading, initiative, psychology, mental hygiene, executive responsibility, will be held. Fee \$25. Registration now open. Lecture will be held at 139 Milbank. Address Russell Potter, Director of the Institute, Columbia University, B'way & 119th Street.	COLUMBIA UNIVERSITY	B'WAY & 119TH ST.
Friday Oct. 6 4:00 P.M.- 7:00 P.M. Cocktails	TASTING PARTY AND KITCHEN FETE The school's 10th anniversary will be celebrated at this kitchen fete and cocktail party with many special occasion dishes and continental delicacies. For the press, by invitation only, the celebration will provide many taste-tested recipes to take home. Contact: Vera Craener, TR. 4-1118.	MANHATTAN BAKING & COOKING SCHOOL	140 WEST 83RD ST.
Oct. 7- Oct. 14	INTERNATIONAL DAIRY EXPOSITION, INC., LINCOLN HOTEL, INDIANAPOLIS, IND. CONTACT: O. A. SWANK, ROOM 633, 130 EAST WASHINGTON ST., INDIANAPOLIS, IND.		
Sunday Oct. 8	SPECIAL HOME SECTION On this date a section devoted to home building, remodeling, furnishings, and appliances will appear. Contact: Vernon B. Bowen, Courier-Journal, Louisville 2, Kentucky.	COURIER-JOURNAL	LOUISVILLE, KY.
Oct. 8-14	CRANBERRY WEEK.		
Oct. 8-14	MINNEAPOLIS INTERNATIONAL FOOD SHOW, MINNEAPOLIS, MINNESOTA.		
Oct. 8-15	NATIONAL WINE WEEK.		

WEEK BEGINNING MONDAY, OCTOBER 9, 1950

Monday Oct. 9 7:00 P.M.	SECOND LECTURE IN HOME FASHIONS FUTURES SERIES The subject of the second lecture in this series is "New Developments in Plastics - a Boon to Home Furnishings." Speakers will be Langdon P. Williams, Dir. Pub. Rel., The Society of the Plastics Industry, and Frank Kiefer, Asst. Adv. Mgr., Bakelite Div. of Union Carbide and Carbon Corp. Tickets are \$7.50 for series or \$1.75 for individual lecture and may be bought at the door. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE, INC. 441 MADISON AVENUE	MONSANTO CHEMICAL CO. 445 PARK AVENUE
Oct. 9- Oct. 10	NATL. RETAIL FURNITURE ASSN. BD. OF DIRECTORS MEETING, NEW YORKER, N.Y.C. CONTACT: R. R. RAU, 666 LAKE SHORE DRIVE, CHICAGO 11, ILLINOIS.		
Oct. 9- Oct. 13	FOOD SHOW AT MILWAUKEE, MILWAUKEE, WISCONSIN. CONTACT: DR. N. W. BOURNE, 208 E. WISCONSIN AVENUE, MILWAUKEE 2, WISC.		
Oct. 9- Oct. 13	CONFERENCE OF NEWSPAPER FOOD EDITORS, NEW YORK, N.Y. CONTACT: MR. J. H. SAWYER, OF SAWYER, FERGUSON, WALKER, 333 N. MICHIGAN AVE., CHICAGO, ILL.		
Oct. 9- Oct. 13	PHILADELPHIA GIFT SHOW, BENJAMIN FRANKLIN HOTEL, PHILADELPHIA, PENNA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 200 FIFTH AVE., N.Y.C., MU. 9-7147.		
Oct. 9- Oct. 14	HARTFORD BETTER HOMES SHOW, HARTFORD, CONN. CONTACT: MILTON COTTLER, 220 PARK AVENUE, NEW HAVEN, CONN.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 9- 4:00 P.M.- 7:00 P.M. Oct. 14	RUG, WALLPAPER, AND FABRIC EXHIBIT A preview for the press will be held on Monday, Oct. 9, from 4 to 7 P.M. to show Raymor's first collection of hand-hooked, all-wool accent rugs, designed by Angelo Testa; a collection of wallpapers correlated to the well-known Stimulus fabrics; and a group of new Stimulus fabrics. Publicity: Louise Sloane, TR. 4-6182.	RAYMOR, INC. 225 FIFTH AVENUE	ARCHITECTURAL LEAGUE, 115 E. 40TH
Monday Oct. 9- Oct. 15	TABLE FASHIONS OF 1951 SHOW A week's showing, sponsored by the San Francisco Chronicle in the three ballrooms of the Clift Hotel, will launch Helen Chamberlin's Table Fashions of 1951. This season's show of 22 tables and as many shadow boxes will be divided into a bridal group, a holiday group, tables for special occasions, and a group of five settings which Mrs. Chamberlin calls "This Is Your Way Of Life". There will be additional showings on the west coast and in the East; dates to be announced later. Contact: Helen Chamberlin, 514 14th Ave. North, Seattle 2, Wash., CAPITAL 5149.	HELEN CHAMBERLIN	CLIFT HOTEL SAN FRANCISCO, CAL.
Monday Oct. 9- May 3	SERIES OF ADVERTISING COURSES A program of Intensified Business Training for young men and women now employed in advertising has been divided into three sections: 30 Mondays; 30 Wednesdays and 30 Thursdays, for the convenience of those who can only attend once or twice weekly. In the Monday section Marketing, Media, Sales Development and Campaigns will be discussed. In the Wednesday section Production, Procedures and a Production Workshop will be featured. In the Thursday section Copywriting, Basic Layout and a Copy Workshop will be covered. Instructors are successful men in the field. Contact: Miss Osborn, CO. 5-2452 or write New Ad-Program, The City College, 430 West 50th Street, New York 19, N.Y.	CITY COLLEGE SCHOOL OF BUSINESS	CITY COLLEGE 430 WEST 50TH ST.
Tuesday Oct. 10 9:30 A.M.- 6:00 P.M.	PRESS SHOWING A showing for the press of Swedish and Danish linens and cottons by the yard will be held on this date. The exhibit is open to decorators from Oct. 11 to 14, also from 9:30 A.M. to 6 P.M. Publicity: Mr. Maurice Feldman, 551 Fifth Avenue, VA. 6-2985.	BONNIER'S	605 MADISON AVE.
Tuesday Oct. 10 12:30 P.M.	LUNCHEON The regional meeting of this association will commence with a luncheon to be followed by a discussion period on the subjects, "War Involvements and Their Effects on Retailers of Home Goods", and "Direct Retail Involvements of the Washington Situation." Contact: Anne M. Campbell, Meeting Director, National Retail Furniture Assn., 666 Lake Shore Drive, Chicago.	NATL. RETAIL FURN.ASSN.	SAVOY PLAZA
Tuesday Oct. 10 2:00 P.M.- 7:00 P.M.	NEW GEORGIAN GALLERY A suite of model rooms blending contemporary and traditional themes as a background for fine 18th Century mahogany reproductions will be shown to the press, leading architects, designers and decorators, by invitation only. Fifty new pieces of the Charak mahogany collection will be on display for the first time. Publicity: Bill Sheraton, Alfred Auerbach Assoc., CO. 5-7805.	CHARAK FURNITURE CO.	444 MADISON AVENUE
Oct. 10- Oct. 12	NATL. ASSN. OF RETAIL ICE CREAM MFRS., WASHINGTON, D.C. CONTACT: E. M. WARDER, 512 COMMERCE BLDG., TOLEDO 4, OHIO.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 11 1:30 P.M.- 2:30 P.M.	LUNCHEON FASHION SHOW "Designed for Living", a coordinated showing of new Fall fashions, Scalamandre fabrics and table settings by Carole Stupell will be held on this date. For the press by invitation only and for the public by reser- vation. Contact: Francois, TE. 8-8000. Publicity: Carson-Ruff Assoc., MU. 2-2055.	SCALAMANDRE AND CAROLE STUPELL	HOTEL PIERRE COTILLION ROOM
Oct. 12	COLUMBUS DAY.		
Oct. 14-21	BALTIMORE FOOD SHOW & HOME APPLIANCE EXPOSITION, BALTIMORE, MARYLAND.		
Sunday Oct. 15- Nov. 5	SCULPTURE FOR THE CONTEMPORARY HOME The work of Myrtle Baer, designer and sculptor, shown in contemporary furniture settings will be exhibited. Sculpture by Anita Wechsler, Sara Schack and Nora Herz will also be shown. Publicity: Harold Jaffe, Great Neck, 4-5953.	DESIGN CENTER	87 MIDDLENECK RD. GREAT NECK, N. Y.

WEEK BEGINNING MONDAY, OCTOBER 16, 1950

Monday Oct. 16	HEIFETZ DESIGN GALLERY From 60 to 80 lamps made by the Heifetz Co. plus sculptures and accesso- ries will be highlighted at the opening of another Heifetz Design Gallery at Rich's Store for Home. The display will be divided between Rich's fifth floor lamp department and adjoining modern furniture section. Mr. Heifetz will personally attend the show. Publicity: Hilda Kassell, PL. 9-2917.	RICH'S STORE	ATLANTA, GA.
Monday Oct. 16 7:30 P.M.	SECOND LECTURE The second lecture in the Survey of Advertising Course will have as its lecturer Howard Lochrie, Director of Marketing, General Foods Corp., who will speak on Planning an Advertising Campaign. At 6:30 there will be a consultation period; at 7:00 the preliminary speaker; and at 7:30 the featured lecturer. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Oct. 16-20	AMERICAN DIETETIC ASSN. MEETING, WASHINGTON, D. C.		
Oct. 16- Oct. 20	INTERNATIONAL SILK CONGRESS. CONTACT: G. ELBOGEN, 450 FOURTH AVENUE, MU. 4-0775.		
Monday Oct. 16- Oct. 21	JAMESTOWN FALL MARKET While a number of sales representatives will be on hand on Sunday, Oct. 15, the 16th is the official opening day of this Furniture Market. A dinner for visiting buyers will be given that evening in the Crystal Ballroom of the Hotel Jamestown, and a press party, at 6:30, October 17, will be held at the Moon Brook Country Club. Contact: P. E. Denney, Furniture Manufacturers Building, Jamestown, N. Y.	FURNITURE MANUFACTURERS	JAMESTOWN, N.Y.
Oct. 16-21	DAIRY INDUSTRIES EXPOSITION, ATLANTIC CITY, N. J.		
Oct. 16- Oct. 21	FALL GIFT AND HOUSEWARES SHOW, SAN FRANCISCO, CALIFORNIA. CONTACT: A. C. BALL, 1355 MARKET STREET, SAN FRANCISCO, CALIFORNIA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 16-21	NEW YORK ANTIQUES FAIR. CONTACT: C.J. NUTTALL, 660 MADISON AVE., TE.8-6830.		
Tuesday Oct. 17 4:30 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW A new line of Swedish furniture made in Sweden by a group of 16 manufacturers for export to America will be shown to the press by invitation only on this date. The man responsible for this plan to join the skills of two countries is Mr. Wolfgang Thomas, president of W. Thomas & Company, Ltd., and of The Walpole Company. Spence Studios, an American design organization, was commissioned to develop designs which, while Swedish in character, would have the features and slight deviations in styling to make them saleable in this country. After the press preview the furniture will go to its own display room here and will be known as Swedish Furniture Division of the Walpole Company, 25 Huntington Ave., Boston, Mass. Laurence F. Howatt, general manager of the Walpole Co., will also supervise the New York showroom. Publicity: Alma Zaiss, PL. 9-2900.	SPENCE STUDIOS	910 FIFTH AVENUE
Tuesday Oct. 17	KATHI URBACH EXHIBIT A special promotion and display of the fiber and fabric sculpture creations of artist-designer Kathi Urbach will be featured. Miss Urbach will make a personal appearance on this date. Contact: Mrs. Rosella Adams, The Town Shop, New Bedford, Mass. Publicity: Frances Carter Scott, OR. 5-3815.	THE TOWN SHOP	NEW BEDFORD, MASS.
Tuesday Oct. 17	SCULPTURE EXHIBIT Fiber and fabric sculpture creations, as well as major exhibition pieces by Kathi Urbach, will be on display at this store. Miss Urbach will be present on Oct. 18 to explain the fine points of her unique art forms. Contact: Miss Kathleen McFarland, Tilden-Thurber, Inc., 292 Westminster St. Providence, R. I. Publicity: Frances Carter Scott, OR. 5-3815.	TILDEN-THURBER, INC.	PROVIDENCE, R. I.
Tuesday Oct. 18 12:15 P.M.	MONTHLY LUNCHEON Henry Dreyfuss will be the guest speaker at this luncheon in the Hendrik Hudson Room. Subject: The Back Door Approach to Good Taste. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Oct. 18- Oct. 20	ANNUAL NATIONAL CONFERENCE OF THE SOCIETY OF THE PLASTICS INDUSTRY, SWAMPSCOTT, MASS. PUBLICITY: LANGDON P. WILLIAMS, MU. 6-1490.		
Thursday Oct. 19- Oct. 20 12:15 P.M.- 5:00 P.M.	EXHIBIT OF FABRICS As part of the larger fashion program on these two days there will be an exhibit of silk decorative fabrics from such houses as: Greeff, Jofa, Brunschwig, Scalmandre, Schumacher, Peter Schneider and J. H. Thorp. Tom Lee is preparing all exhibits. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATL. SILK CONGRESS	WALDORF-ASTORIA
Thursday Oct. 19- Oct. 27	EXHIBIT OF TILE FIRE- PLACE AND WALL FACINGS An exhibit of tile fireplace and wall facings by Mr. Prins will be held in the Pine Room. New fireplace tiles, ten murals and plaques will be shown with mantels and modern fireplace accessories by The William H. Jackson Co. A Press Breakfast at 10 A.M. on Thursday, Oct. 19, will be held, by invitation only, to mark the opening. Publicity: Franklin Fisher & Assoc., Inc., 214 E. 41st Street, MU. 2-1983.	WARNER PRINS	ARCH. LEAGUE 115 EAST 40TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>ADVANCE DATES AND NOTICES</u>			
Monday Oct. 23 7:30 P.M.	THIRD LECTURE The third lecture in the Survey of Advertising Course will have as its main speaker Ralph Smith of Duane Jones Co., Inc. His subject: The Agency's Part in Planning a Campaign. Contact: Mabel Blake, CI.5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Oct. 23-28	NATIONAL BUSINESS SHOW, NEW YORK CITY.		
Oct. 23- Oct. 28	TRADE SHOW, NATL. ASSN. OF SUMMER FURN. MFRS., AM. FURN. MART, CHICAGO. CONTACT: H. J. SEISEL, 424 MADISON AVE., NEW YORK, N.Y., EL. 5-0138.		
Oct. 23- Oct. 28	BRIDGEPORT BETTER HOMES SHOW AND EXPOSITION, BRIDGEPORT, CONNECTICUT. CONTACT: MILTON COTTLER, 220 PARK AVE., NEW HAVEN, CONNECTICUT.		
Oct. 24- Oct. 30	NATIONAL HONEY WEEK. SPONSOR: AMERICAN HONEY INSTITUTE, COMM. STATE BANK BLDG., MADISON, WISC.		
Thursday Oct. 26 6:30 P.M.	RECEPTION AND DINNER A dinner for press, radio and association members, <u>by invitation only</u> , preceded by a reception, will be held in the Belvedere Room. Publicity: Thelma Weir, Publicity Associates, Inc., LO. 5-3210.	AM. SPICE TRADE ASSOC.	HOTEL ASTOR
Oct. 26- Nov. 4	GREATER DENVER HOME SHOW, DENVER ASSN. OF HOME BUILDERS, DENVER, COLO. CONTACT: J. P. TUFTS, 738 U. S. NATL. BANK BLDG., DENVER, COLORADO.		
Oct. 28- Nov. 4	NATIONAL APPLE WEEK. SPONSOR: NATL. APPLE WEEK ASSN., INC., 154 EAST AVE., ROCHESTER 4, N.Y.		
Oct. 29- Nov. 5	NATIONAL FLOWER WEEK. SPONSOR: SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURALISTS, 600 S. MICHIGAN AVENUE, CHICAGO 5, ILLINOIS.		
Monday Oct. 30 7:30 P.M.	FOURTH LECTURE The fourth lecture in the Survey of Advertising Course will have as its main speaker Fred B. Manchee of Batten, Barton, Durstine & Osborne, Inc. His subject: Advertising Budgets - How To Know What to Spend Where. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Oct. 30	NATIONAL BEVERAGE EXPOSITION, SAN FRANCISCO, CAL. TO NOVEMBER 2.		
Oct. 30- Oct. 31	NATL. MEETING OFFICE EXECUTIVES, HOTEL STATLER, NEW YORK, N.Y. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Oct. 31	HALLOWE'EN (Tuesday).		
Wednesday Nov. 1 Just out	NEW HOSTESS BOOK A new book, "Primer for Hostesses", by Dorothy Sara, will appear on this date. Contact: Rose Terlin, PL. 3-4700.	WOMAN'S PRESS	600 LEXINGTON AVENUE
Nov. 1- Nov. 3	OFFICE MANAGEMENT SEMINAR, AM. MANAGEMENT ASSN., HOTEL NEW YORKER, N.Y.C. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Nov. 1- Nov. 7	AMERICAN ART WEEK. SPONSOR: AMERICAN ARTISTS PROFESSIONAL LEAGUE, CARNEGIE HALL, NEW YORK.		

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Nov. 1- Nov. 30	INTERNATIONAL TEXTILE EXHIBITION, WOMAN'S COLLEGE OF UNIV. OF NO. CAROLINA GREENSBORO, N.C. CONTACT: DEPARTMENT OF ART, UNIV. OF N.C., GREENSBORO.		
Nov. 6- Nov. 9	PHILADELPHIA ANTIQUES FAIR, BELLEVUE STRATFORD HOTEL, PHILA, PENNA. CONTACT: C. J. NUTTALL, 660 MADISON AVE., N.Y.C., TE. 8-6830.		
Nov. 6- Nov. 9	COPLEY PLAZA ANTIQUES SHOW, COPLEY PLAZA HOTEL, BOSTON, MASSACHUSETTS. CONTACT: DOROTHY HAZEN, 660 MADISON AVENUE, N.Y.C., TE. 8-6830.		
Nov. 6- Nov. 12	WOMENS' INTERNATL. EXPOSITION OF ARTS AND INDUSTRIES, NEW YORK, N.Y.C. CONTACT: MRS. ADELE B. SCOTT, 480 LEXINGTON AVENUE, NEW YORK 17, N.Y.		
Nov. 7	ELECTION DAY (Tuesday), LEGAL HOLIDAY IN NEW YORK STATE.		
Nov. 7- Nov. 11	ANSONIA BETTER HOMES SHOW, ANSONIA, CONNECTICUT. CONTACT: MILTON COTTLER, 220 PARK AVENUE, NEW HAVEN, CONNECTICUT.		
Nov. 8- Nov. 10	SPECIAL MARKETING SEMINAR, AMERICAN MANAGEMENT ASSN., ROOSEVELT, N.Y.C. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Thursday Nov. 9	KATHI URBACH EXHIBIT To inaugurate the opening of their new Clayton store, Mermod-Jaccard-King will hold a spectacular exhibition of Kathi Urbach's art works, in addition to her fabric sculpture figurines, fiber sculptured wall paintings and murals. Miss Urbach will attend the first two days of the exhibit. Contact: Miss Helen Moore, Mermod-Jaccard-King, St. Louis, Mo.; Publicity: Frances Carter Scott, OR. 5-3815.	MERMOD-JACCARD-KING	ST. LOUIS, MO.
Nov. 9-18	CLEVELAND FOOD & HOME SHOW, CLEVELAND, OHIO.		
Nov. 10- Nov. 11	OHIO CERAMIC INDUSTRIES ASSOCIATION TRADE SHOW, DESHLER-WALLICK, COLUMBUS, OHIO. CONTACT: H. E. NOLD, OHIO STATE UNIV., COLUMBUS 10, OHIO.		
Nov. 13- Nov. 15	INSURANCE SEMINAR, AM. MANAGEMENT ASSN., KNICKERBOCKER HOTEL, CHICAGO, ILL. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Nov. 13- Nov. 16	NATL. MILK PRODUCERS FEDERATION, HOTEL NICOLLET, MINNEAPOLIS, MINN. CONTACT: C. H. HOLMAN, 1731 EYE ST., N.W., WASHINGTON, D.C.		
Wednesday Nov. 15	ANNUAL MEETING AND LUNCHEON The annual business meeting and luncheon of this association, for members only, will be an all day session. Contact: J. L. Fri, 500 Fifth Avenue, N.Y.C., LO. 5-1399.	UPH. & DRAPERY FABRICS MFRS. ASSN.	WALDORF-ASTORIA NEW YORK, N.Y.
Nov. 24	FOOD AND HOUSEHOLD SHOW, LOS ANGELES, CALIFORNIA.		
Nov. 24- Nov. 29	ELECTRICAL & HOME APPLIANCE SHOW, SAN DIEGO, CALIFORNIA. CONTACT: C.C. CHAMBERLAIN, GAS & ELECTRIC BLDG., SAN DIEGO, CALIFORNIA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS</u>			
Monday Oct. 9- Oct. 30	ARCHITECTURAL EXHIBIT In its new quarters at the above address, the Village Art Center will hold its first architectural exhibition under the direction of Edgar Tafel, architect. Contact: Miss Clark, OR. 5-6048.	VILLAGE ART CENTER	42-44 WEST 11TH ST.
Friday Oct. 13- Dec. 8	CONTEMPORARY DESIGN SHOW In connection with the centennial celebration of the University of Rochester, an exhibition of contemporary design in furniture, textiles, lamps accessories and architecture will be held. Roger Sheppard, architect, and Gale Kidd, textile and interior designer, planned the show to stimulate interest in and appreciation of modern furniture. Local stores have contributed pieces from well-known modern furniture houses. The exhibit will be pointed up by a complete parlour and dining room of the 1850 era, furnished with objects loaned by owners in the area. Contact: Gertrude H. Moore or Isabel C. Herdle, Memorial Art Gallery, Rochester, N.Y.	MEMORIAL ART GALLERY	ROCHESTER, N. Y.
Friday Oct. 20- Dec. 3	TWO THOUSAND YEARS OF SILK "The World of Silk" exposition shows the development of the art of silk weaving from its origins in Ancient China to the early 20th Century. Some 400 examples from the museum's excellent silk collection will be shown. The press is invited to preview the exhibit on Friday, Oct. 13 from 10 A.M. to 4 P.M. Delegates to the 2nd International Silk Congress may preview the exhibit, by invitation only, on Wednesday, Oct. 18 from 5 to 7 P.M. Members of the Museum, by invitation only, may see the exhibit on Oct. 19 from 8:30 to 11 P.M. Publicity: Lilliam Green, TR. 9-5500.	METROPOLITAN MUSEUM OF ART	FIFTH AVENUE AT 82ND STREET
Friday Oct. 27- Oct. 29	CHRYSANTHEMUM SHOW During these days the National Chrysanthemum Society will stage a show. A series of free Saturday afternoon programs at 3:30 P.M. in the Museum Building will be held from September 30 to December 2. Publicity: Dorothy E. Hansell, LU. 4-8500.	N.Y. BOTANICAL GARDEN	BRONX PARK, N.Y.
Sunday Oct. 29- Dec. 3	15TH CERAMIC NATIONAL This exhibition, an open competition, is sponsored jointly by the Syracuse Museum and the Onondaga Pottery Company. It includes pottery, ceramic sculpture and enamels. After this exhibition the prize-winning pieces will go on tour throughout the country. A preview-reception will be held on Saturday evening, October 28. Contact: Anna Wetherill Olmsted, Director, Syracuse Museum of Fine Arts, Syracuse 3, N. Y.	MUSEUM OF FINE ARTS	SYRACUSE, N.Y.
Nov. 9- Nov. 11	AUTUMN EXHIBITION, HORTICULTURAL SOC. OF N.Y., THE ESSEX HOUSE, N. Y. C. CONTACT: R. B. FARNHAM, PL. 7-0915.		
Wednesday Nov. 22- Jan. 28	GOOD DESIGN EXHIBIT An exhibit of good designs in home furnishings will go on view at this time. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD ST.

DATEWHAT'S GOING ONGIVEN BYWHERETELEVISION NEWS

Thursday	TELEVISION PROGRAM	WNBT	NBC
Oct. 5-	KATHI NORRIS SHOW	CHANNEL 4	ROCKEFELLER PLAZA
Oct. 11	Jack C. Moore, son of the president of Tiffany, is flying here from California to tell Kathi Norris' viewers about the new "837" metal polish which he and Roger Akin, formerly of Cartier's, have developed. On October 9, Edward Doucette, of Ac'Cent, will give food hints and cooking secrets. On October 10 some of the new Tapestron screens will be shown; and on October 11, Mr. and Mrs. Charles Meunier will show some of the unusual items which they repair at their fix-it shop in Great Neck. Publicity: Babs Doniger, PL. 3-1742.		

Thursday	TELEVISION PROGRAM	WNBT	NBC
Oct. 5-	JUST FOR YOU	CHANNEL 4	ROCKEFELLER PLAZA
12:00 M.-	Mrs. Lucia Wernay of the Bernard Ullman Co. will demonstrate her Wonder-Puff Pillow Kit which enables anyone to make an attractive pillow for less than a dollar. Publicity: Babs Doniger, PL. 3-1742.		
1:00 P.M.			

EDITORIAL REQUIREMENTS

For "Exclusively Yours," Milwaukee, Wisconsin.

Stories and photographs pertaining to any phase of home furnishing and interior decoration are desired. They must appeal to the woman in the upper middle class income bracket or above. Please give local sources for merchandise. Address: W. F. Patten, Jr., The Patten Co., 7127 Plankinton Building, Milwaukee 3, Wisconsin.

For News, 1150 Post Road, Fairfield, Connecticut.

Photographs and news releases on home furnishings and fashion items to be used for a weekly page are desired. Address: Mr. Edward M. Brannan.

For Mrs. Walter Thornton, 1 West 67th Street, New York, N.Y.

Mrs. Thornton is preparing a syndicated column for small-town newspapers. She can use material and information on anything that will help make life happier for the housewife or that will help her in making her home more decorative. Address her as above.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having a List of Editors please make changes below:

Living for Young Homemakers, 122 East 42nd Street, New York 17, N.Y.

Margaret R. Weiss has been named Managing Editor for this magazine.

My Baby, and Shaws Market News, Shaw Publications, 53 E. 34th St., N.Y.C.

Florence Smith Vincent, formerly editor of the women's pages and columnist of the N.Y. World-Telegram and Sun, also formerly associate editor in charge of the Metropolitan Section of Parents Magazine has been appointed editor of the two publication listed above.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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